

Sustainable Medical Billing Expands Services, Acquiring Provana's RCM, Credentialing and Virtual Front Desk Businesses



SUSTAINABLE
MEDICAL BILLING

Scottsdale, Arizona Sep 4, 2026 ([Issuewire.com](https://www.issuewire.com)) - Sustainable Medical Billing, LLC, a leading provider of revenue cycle management (RCM) solutions, today announced the acquisition of three healthcare service lines from Provana, a global provider of technology-enabled managed services. The transaction includes Provana's RCM Services business, including the assets of MEG Business

Management, its Credentialing Services business, and its Virtual Front Desk services.

The acquisition represents another significant milestone in Sustainable Medical Billing's continued growth strategy, expanding both the company's service capabilities and its presence in high-growth healthcare specialties. In particular, the addition of Virtual Front Desk services expands Sustainable's capabilities beyond traditional back-office revenue cycle management and into the front-office operations that directly influence patient access, scheduling, collections, and practice performance.

The transaction also significantly expands Sustainable's presence in the physical therapy market. MEG Business Management has built a specialized platform serving physical therapy practices, with more than 20 years of experience and a focus on billing, credentialing, front-desk operations, and other administrative services designed specifically for private physical therapy practices.

Michael Johnson, CEO of Sustainable Medical Billing, commented:

"We are excited to welcome these businesses and their clients to Sustainable Medical Billing. This transaction is particularly strategic because it expands our capabilities in two important areas: physical therapy and front-office services. The addition of Virtual Front Desk gives Sustainable the ability to support our clients not only after a patient encounter, but throughout the patient journey—from scheduling and insurance verification through billing and collections. That creates a much more comprehensive platform for the practices we serve."

"Physical therapy is also an important area of growth for Sustainable. The MEG business brings deep specialty expertise and a strong understanding of the unique operational and financial challenges facing physical therapy practices. We believe the combination of that expertise with Sustainable's scale, technology, and RCM capabilities creates a compelling platform for continued growth in this market."

The Virtual Front Desk business provides remote front-office support including patient check-in and check-out, scheduling, insurance verification, patient communication, appointment management, and other administrative functions. These capabilities complement Sustainable's existing RCM services by allowing healthcare organizations to address both front-end administrative performance and back-end financial performance through a single service platform.

The acquisition also strengthens Sustainable's credentialing capabilities. The acquired credentialing operations provide specialized support for provider enrollment, payer applications, credential reviews, documentation management, and ongoing credentialing requirements. These services are particularly valuable to growing practices as they add providers, expand payer participation, and enter new markets.

The MEG business brings substantial expertise in physical therapy revenue cycle management. Its services are designed specifically for physical, occupational, and speech therapy practices, providing specialized billing knowledge and workflows that address the unique requirements of rehabilitation providers.

Johnson added:

"Our strategy has always been to build a differentiated independent RCM company by combining specialized expertise with scale and operational excellence. This acquisition is a natural extension of that strategy. We can preserve the specialty knowledge and client relationships that made these businesses successful while giving those teams and clients access to the broader resources and

capabilities of Sustainable.”

Clients of the acquired businesses will continue to receive support from the teams serving them today, while gaining access to Sustainable Medical Billing’s broader portfolio of RCM, coding, credentialing, prior authorization, and practice optimization services. The integration is designed to provide continuity for clients while creating opportunities to expand the services available to them.

The acquisition further reinforces Sustainable Medical Billing’s position as one of the fastest-growing independent revenue cycle management organizations in the United States. By combining comprehensive RCM services with credentialing and front-office capabilities—and expanding its specialty expertise in physical therapy—Sustainable is positioned to provide a broader, more integrated solution for healthcare organizations seeking to improve both operational efficiency and financial performance.

For Provana, the transaction reflects a deliberate sharpening of strategic focus. Sustainable Medical Billing was selected as the acquirer following a thorough evaluation of potential partners, based on its specialty expertise in revenue cycle management and its trajectory as one of the fastest-growing independent RCM organizations in the country. Provana concluded that Sustainable was best positioned to invest in these businesses, their teams, and their clients over the long term.

Sandeep Bhargave, CEO of Provana, commented: “Sustainable Medical Billing’s specialty expertise and growth trajectory make it the right long-term partner for our RCM, credentialing, and virtual front desk clients and teams. This transaction lets Provana sharpen our focus on our core markets of legal and consumer finance, including the legal personal injury market, which has a natural flywheel relationship with physical therapy through shared referral sources and case management. We will continue and partnership as we work closely with Sustainable as we each concentrate on our respective core markets.”

About Sustainable Medical Billing

Sustainable Medical Billing, LLC is a Scottsdale, Arizona-based provider of comprehensive revenue cycle management solutions, including medical billing, coding, credentialing, provider enrollment, prior authorization services, consulting, and practice optimization. The company partners with hospitals, physician practices, and healthcare organizations across the United States to maximize financial performance while delivering exceptional client service.

About Provana

Provana is a technology-enabled managed services company that helps small and mid-sized businesses in the legal and consumer finance sectors boost efficiency, secure compliance, and drive organizational growth. Founded in 2011, Provana pairs a global delivery workforce with proprietary technology, including its IPACS® compliance suite, speech analytics, and business intelligence platforms, to support clients across credit servicing, collections, and legal process outsourcing — including litigation support and personal injury services. Following this transaction, Provana is concentrating its business on these core markets, including the legal personal injury sector, while continuing to support clients transitioning to Sustainable Medical Billing.



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